

Web Designer-Developer

Web site and portfolio: <http://www.suzGalex.com>



As an experienced Web Technology Specialist I'm looking for an opportunity with a company who needs a HTML/CSS guru with an eagle-eye for detail, and a juggler's arm for managing concurrent projects.

BACKGROUND SUMMARY:

- Eleven years technical experience in web development for mid- and large-sized corporations in finance, retail and technology industries.
- Professional-grade graphical development used to produce numerous corporate and small-business websites. Consult regularly in creative reviews to recommend graphical refinement, SEO and accessibility enhancements, navigational and usability recommendations.
- Self-directed in producing for a variety of projects including web-based initiatives, video production, project coordination, escrow coordination, executive administration and even large-scale theatrical productions (volunteer).
- Strong communication skills writing business reports and analysis, technical documentation, compliance standards and training materials. Receive regular commendations for presentations including live training seminars, executive board ROI and cost analysis, evaluation, and technology recommendations.
- Accustomed to the rigors of weekly deployment schedules including QA, trouble-shooting, publishing and cross-browser compliance. High attention to detail.
- Web development for KodakGallery.com Site Marketing including HTML, CSS, JavaScript, & JSP. Catalog and site experience development on ACC/ATG platform. A/B testing on Test & Target. QA for cross-browser compatibility including FireFox, IE6/7/8, Chrome & Safari.
- Participate as part of a cross-functional team in developing marketing messaging and strategies around product development and promotion, SEO optimization, A/B testing and data analysis, email campaigns, display advertising and partner marketing.
- Work closely with content authors and business units to help them publish on the web suggesting appropriate uses of web technology to achieve their objectives. Strong communication skills helped bridge the gap between technical implementation and the requestor's vision.
- As the original author of First Franklin's 3,000-page intranet site, I developed the project plan and schedule, site architecture and managed production. The project included defining business requirements, interviewing users, developing style guidelines, on-going content management procedures and earned recognition of merit.
- Self-directed with an acumen for business and high-aptitude in leadership.

EDUCATION & CREDENTIALS:

Ashford University – anticipated May 2012, Bachelors of Instructional Design
Masters Institute - June 2000, Degree, Multi-Media
University of Arizona - 1991 to 1993, Architecture.
West Valley College - 1989 to 1991, Associate Degree

Technical Skills

Scripting & Mark-up

- (X)HTML
- CSS
- JavaScript
- AJAX
- jQuery
- PHP
- JSP
- MySQL

Site Development

- Dreamweaver
- HomeSite
- CMS
- Eclipse
- P4V
- ACC/ATG
- Test & Target
- WordPress

Graphical Development

- Photoshop
- Illustrator
- PageMaker

Animation

- Flash
- ImageReady

Video Development

- Final Cut Pro
- Motion
- DVD Studio Pro
- iDVD
- Flash encoding

Business Tools

- Word
- PowerPoint
- Excel
- Publisher
- Outlook

Other Talents

- Public Speaking
- Photography
- Painting & drawing

WORK HISTORY

KodakGallery.com – Web Developer, *October 2009 – current*

- Web development for Site Marketing including HTML, CSS, JavaScript, & JSP. Catalog and site experience development on ACC/ATG platform. A/B testing on Test & Target. QA for cross-browser compatibility including FireFox, IE6/7/8, Chrome & Safari. Accustomed to the rigors of weekly deployment schedules including QA, trouble-shooting, publishing and cross-browser compliance. High attention to detail.
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Independent Contractor – Web & Video Services, *March 2008 – September 2009*

- As an independent contractor I developed video content for corporate, training, and commemorative presentations. Development included editing (Final Cut Pro), authoring (DVD Studio Pro), and web formatting (Flash). Customers included Ariba, McDonalds, US Coast Guard, Cameron MacAllister Group, Comcast, Planned Parenthood, John Muir Hospital, and other local businesses, law firms, churches, schools, and off-Hollywood movie releases.
- Several small web projects completed for businesses including re-design, de-bugging, resolving cross-browser issues and a new site design for a non-profit group. Web site design and development was also completed for www.AlexanderVideo.com.
- Created all marketing and promotional materials including graphical development and print-ready files for Alexander Video.

Webmaster, FIRST FRANKLIN, *August 2001 – March 2008*

- As the original author of FF's 3,000-page intranet site, I developed the project plan and schedule, site architecture and managed production. The project included defining business requirements, interviewing users, developing style guidelines, on-going content management procedures garnering recognition of merit.
- Developed hand-coded HTML templates from graphical layouts provided by Marketing. Completed XHTML conversion for integration with XML applications. Regarded as the resident (X)HTML expert at First Franklin and Novell, resolving many problems including de-bugging, cross-browser compatibility issues, tables, forms, CSS and JavaScripting errors for other team members.
- Provided guidance and direction for SEO best practices as it relates to site design and implementation.
- Drafted and published web design standards and best practices to provide consistency in user experience and effectiveness of web initiatives. Content development and recommendations helped move the company towards greater efficiency, usability and value added to the organization.
- Worked closely with content authors and business units to help them publish on the web suggesting appropriate uses of web technology to achieve their objectives. Strong communication skills helped bridge the gap between technical implementation and the requestor's vision.
- Produced written documentation and training material and conducted live training seminars, surveys and presentations for non-technical business user groups. Presentations made to the executive board regarding cost analysis, evaluation, and technology recommendations. Introduction of new technology required diplomacy and earning users' confidence.
- Collaborated as part of a cross-functional team to evaluate and implement a new CMS (Content Management System) for First Franklin. Served as the Content Administrator which included XML and SQL integration.

Web Specialist II, NOVELL, INC., *March 2000 - May 2001*

- Content development using hand-coding (Homesite). Resident HTML expert. Heavy use of SSI and new CSS implementation. Participated in development and deployment of a 5,000-page site redesign. Implementation of emerging ADA compliance standards. In May of 2001 Novell closed its San Jose location and outsourced their web development.

Executive Administrator, SMARTFLEX SYSTEMS, *May 1999 - January 2000*

- Administrator duties including executive support, presentation development, business proposals and correspondence. Company was purchased in late 1999, and the plant was closed in the consolidation.

Sr. Escrow Assistant, CHICAGO TITLE, *April 1998 - March 1999*

- Provided escrow and closing services including loan and real estate sign-offs.

Realtor, COLDWELL BANKER, *August 1995 - March 1998*

- Worked independently as a realtor including sales, marketing, contract negotiation and escrow management.